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YWCA of the City of New York

Financial report of the Joint Campaign...

[New York]

[1917]

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Financial Report

of the

Joint Campaign Committee

of the

Young Women's and Young Men's Christian Associations

on the results of the

$4,000,000 Campaign Fund

(Raised Between November 10 and 26, 1913)

Young Women's and Young Men's Christian Associations

Of the City of New York

Joint Campaign for $4,000,000

Executive Committee

GEORGE W. PERKINS
Chairman

MISS GRACE H. DODGE
Vice-Chairman

HENRY P. DAVISON
Treasurer

MRS. JAMES S. CUSHMAN
President Women's Association

MRS. WM. FELLOWES MORGAN
MRS. ELIJAH W. BLISS
MISS MARTHA MCCOOK

MRS. SEABURY C. MASTICK
MISS E. V. P. MOORE
MISS CORA L. TATHAM
Secretary

WM. FELLOWES MORGAN
President Men's Association

THOMAS A. BUCKNER
JOHN C. CLARK
CLEVELAND A. DUNN

WILLIAM M. KINGSLEY
ROBERT SCOVILLE
HENRY M. ORNE
Secretary

CHARLES S. WARD
Campaign Manager

EDWARD C. BALDWIN
Secretary

NEW YORK, January 22, 1917.

To the Contributors
to the $4,000,000 Campaign Fund:

THE campaign to raise $4,000,000 for the Young Men's Christian Association and the Young Women's Christian Association was carried on between November 10th and 26th, 1913.

There were approximately 1,000 people engaged in the undertaking.

These people were divided into 74 teams.

There were 49 men's teams and 25 women's teams.

In the fourteen working days the following pledges were secured:

298	pledges by white people of $1,000 or over.	
1,274	pledges by white people of $100 or over, but less than $1,000.	
8,501	pledges by white people of less than $100 each.	
Making 10,073	pledges from white people for an aggregate sum of	$4,016,004.80
3,568	pledges from colored people aggregating.....	$37,114.63
Making 13,641	**pledges aggregating...**	**$4,053,119.43**

To date there has been collected on account of pledges:

From 9,636 white subscribers.....	$3,905,046.32	
From 1,028 colored subscribers.....	$10,131.13	
Making a total of cash realized to date from campaign pledges of.....		**$3,915,177.45**
Leaving uncollected pledges to date of.....		$137,941.98

Made up as follows:

From 437 white subscribers	$110,958.48	
From 2,540 colored subscribers	26,938.50	
Of this amount there are perfectly good subscriptions that will, we believe, be paid, amounting to		$95,000.00
Cash realized to date from pledges		$3,915,177.45
Total amount that will finally be realized from pledges		$4,010,177.45
The amount we started out to raise was		$4,000,000.00

We will therefore realize in cash, from campaign pledges, $10,177.45 more than we started out to raise.

Cash realized to date as stated above	$3,915,177.45
The total expenses of the campaign, including all the preparation work, such as gathering lists and other data prior to the beginning of the campaign, expenses during the campaign, and expenses since the campaign incident to making collections, amounted to	52,616.88
Making the net amount of cash realized to date from pledges	**$3,862,560.57**
There has been realized to date from interest on moneys in hand	**$134,409.22**
Making the amount of cash actually in hand to date from pledges and interest	**$3,996,969.79**

The $4,000,000 that we started out to raise was to be divided as follows:

For the Young Men's Christian Association	**$1,000,000.00**
For the Young Women's Christian Association	**$3,000,000.00**

The $1,000,000 for the Young Men's Christian Association was to be used for the following purposes:

First—A Bowery Branch, to cost		$390,000.00
This has been completed at a cost of	$402,544.32	
There was made up from outside sources the difference of	$12,544.32	
Second—A Union Branch building in the Bronx to cost	$425,000.00	
It was believed that the sale of the old building previously used by this branch would bring	$65,000.00	
Leaving the amount allotted for this building in campaign budget.		$360,000.00
This building has been completed at a cost of	$468,607.60	
Exceeding the amount provided for in the campaign budget by	$43,607.60	

The excess amount represents the cost of an additional floor of sleeping rooms not contemplated in the original plan. The dormitory accommodations even now, with this extra floor, are inadequate and there are waiting lists constantly. The cost of this building exceeds by $108,607.60 the amount of $360,000 allotted in the Building Fund. The old building from which it was estimated that $65,000 would be realized has not yet been sold and the entire excess cost of the building has been met by the Young Men's Association from other sources.

Carried Forward	$750,000.00

Brought Forward $750,000.00

The membership of this branch in December, 1915, before it moved from the new building, was..... 255

On December 31st, 1916, it was 3,010

Third—A Colored Men's Branch to cost.. $150,000.00

A site for this building has been purchased at 179 to 183 West 135th St. for..... $58,000.00

The construction of the building is being delayed because of the high cost of materials and labor.

Fourth—Williamsbridge Branch $40,000.00

Intercollegiate Branch $20,000.00

These items were to pay off mortgages on both of these branches, which mortgages have been paid.

Fifth—Item of $40,000.00

This was in the budget for contingent and adjustment expenses. This has been used, with the exception of a small balance which is still on hand.

Total $1,000,000.00

The $1,000,000 due the Young Men's Christian Association from the Campaign Fund has been paid to the Association by the Campaign Committee, and all of the undertakings on behalf of the Young Men's Christian Association as outlined to the public at the time we raised the money have been completed, with the exception of the building for the Colored Men's Branch. The Young Men's Christian Association is prepared to erect that as soon as normal building conditions return.

The $3,000,000 allotted to the Young Women's Christian Association was to be used for the following purposes:

First—Central Club for Nurses, to cost..... $400,000.00

This building has been completed.

The land cost.....	$115,760.64
The building cost.....	241,323.94
Equipment	11,314.55
Furnishings	35,801.01
	$404,200.14

Occupancy was obtained on July 1st, 1916. There are 218 single and 18 double bedrooms, which are now all occupied. The club membership is 801. The income and disbursements for the six months from July 1st to Jan. 1st, with all the rooms not available during that period, was as follows:

Income	$29,174.79
Disbursements	26,633.79

The building is located at 132 E. 45th Street.

Second—National Board Building, to cost $800,000.00

This building is located at Lexington Ave. and 52nd Street. This building contains the executive offices of the National Board, the Northeast Field Committee, the Metropolitan Board and the National Training School for Secretaries of the Young Women's Christian Association. The function of the National Board is to organize associations, to aid in their development, to associate them together for mutual helpfulness in common action and to contribute to the extension of Young

Women's Christian Associations throughout the world. The Northeast Field Committee supervises the work of the association in the New England States, New York and New Jersey. The Metropolitan Board has general supervision over the work in Manhattan and the Bronx. The National Training School furnishes instruction in Association work to young women who come from all parts of the world. The Training School occupies 129 rooms, with 75 students and workers in residence. The offices of the various Boards and Committees occupy 112 rooms. There is a cafeteria for the use of people in the building, and a large assembly room for meetings of various kinds. The complete cost of this building, including land, building and equipment, was.....$932,885.00

There was contributed from private sources the difference of....$132,885.00

Third—Central Branch, to cost..... $600,000.00

This building is located at the corner of Lexington Ave. and 53rd. St., being 100 feet on Lexington Ave., and 103 feet on 53rd Street.

The land cost.....$228,576.00

The building is not yet completed.

There has already been expended on it. $302,765.13

Making a total sum expended to date $531,341.13

The building as being constructed is larger than the building contemplated in the campaign prospectus and will, therefore, cost something more than $600,000. It is expected that this building will be completed and ready for occupancy about April 1st, 1917.

Fourth—Harlem Branch, to cost..... $500,000.00

The Young Women's Christian Association owned property for this Branch at 124th Street, near Lenox Avenue. There was a mortgage on this property for... $40,273.00

This mortgage has been paid.

New property adjoining and extending to the corner of Lenox Ave. and 124th St. has been acquired, at a cost of..... $50,739.65

Expenses in connection with plans, etc., have amounted, up to to date, to $9,333.33

Making a total put into this property up to date of.....$100,345.98

The construction work on the new building has been held up because of the increase in the price of building materials, labor, etc.

Fifth—Building for Colored Women's Branch, to cost..... $100,000.00

A lot for this branch has been bought on the North side of 137th St.—100 ft. East of Seventh Avenue at a cost of..... $13,000.00

The construction work has not been started because of the high price of building materials.

Sixth—Boarding Home to cost..... $350,000.00

This has not yet been commenced, as it was decided after the campaign to make an exhaustive study into the subject of boarding homes to be as nearly certain as possible that the most up-to-date and efficient building might be constructed. When this work was completed, building material had advanced so much that it was decided to postpone building operations until a more favorable time.

Seventh—West Side Branch, to cost..... $50,000.00

Three buildings for the use of this Branch were secured at the corner of 50th Street and Tenth Avenue, covering 100 ft. on 50th Street and 125 ft. on Tenth Avenue. The property was bought from Mr. John D. Rockefeller, Jr., for $200,000. Part of it had been used for a Neighborhood House, but the work had been discontinued and the building was vacant when we bought it. It was somewhat remodeled and a swimming pool and restaurant were installed. $20,000 was paid to Mr. Rockefeller on account of purchase and a mortgage was given to him for $180,000. About $30,000 was spent in improvements on the property.

The West Side Branch moved from its old quarters at 460 West 44th Street to its new quarters on Feb. 1st, 1915, with a membership of 308 girls. The membership has rapidly increased, and on Jan. 1st, 1917, it was 2,798 girls. The annual dues are $1.00 and any girl or woman of good character is eligible. The activities carried on at this Branch are:

Classes in Domestic Arts;

Memory Training;

Languages and Bible Study;

Classes in Gymnasium Work, Bowling, Roller Skating, Dancing, Yard Games and Tennis.

These classes had an attendance in 1915 of..... 9,987
In 1916 of 15,361

The swimming pool had an attendance in 1915 of..... 10,736
In 1916 of..... 23,626

An Extension Department, covering noon visits in factories and laundries, with attendance in 1915 of..... 8,706
In 1916 of employed girls and women..... 12,436

Clubs with an attendance in 1915 of..... 5,678
In 1916 of 7,399

Clubs and classes for girls from 12 to 16 years old, with attendance in 1915 of 4,901
In 1916 of 9,471

The lunch room, for men and women, in 1915 served..... 29,536
In 1916, served..... 39,389

During the Christmas season just past, Mr. John D. Rockefeller, Jr., wrote the following letter to Mrs. Cushman, President of the Metropolitan Board:

26 Broadway, New York City

December 27, 1916.

My Dear Mrs. Cushman:

In September, 1914, the Young Women's Christian Association purchased from me the property known as the West Side Neighborhood House and the buildings included with it, for the sum of $200,000, making a payment of $20,000 in cash, the balance of $180,000 remaining on first mortgage at five per cent., due January first, 1921. Interest on the mortgage has been paid semi-annually as follows:

July 1, 1915	**$4,500**
Jan. 1, 1916	**4,500**
July 1, 1916	**4,500**
A total of	**$13,500**

which, added to the payment of $20,000 on the purchase price, makes a total amount paid by the Association of $33,500.

Because of my satisfaction with the uses to which the property has been put, its growing ministry to the people of the neighborhood, and because of my belief that in the hands of your organization the plant can be made to render the largest contribution to the well-being of the city, I count it a privilege to cancel the obligation of the Young Women's Christian Association and to return the $33,500, all of the money paid me, on account of principal and interest, since the purchase of the property. A check to the order of the Association for that amount and the bond, mortgage and release, are enclosed herewith.

It is with a sense of deep joy and satisfaction that I turn over to your splendid organization, competently manned and ably officered, this property, to the early development of which I gave so much time, and thought, and effort. And there is formulated within me the earnest prayer that at this point in our great city there may be permanently established a veritable stronghold for young women, a place in which they may find shelter from the temptations that pursue them, the opportunity for wholesome amusement and friendly intercourse which all human beings crave and need, and inspiration to higher living and unselfish service for others, as there shines into their lives the Christ spirit, which is the only real bulwark against temptation.

Very sincerely,

(Signed) JOHN D. ROCKEFELLER, JR.

This property is undoubtedly worth upwards of $350,000. Therefore, the Association now stands possessed of a very large, well equipped plant for its West Side Branch, worth at least $350,000, whereas we had only expected a very modest building in this neighborhood to cost about $50,000.

As the work of this Branch is conducted by Mrs. Rossiter and Miss Wing, the Association is largely indebted to these women for the possession of this building.

The other items in the budget going to make up the $3,000,000 for the Young Women's Christian Association were $150,000 for current expenses and $50,000 for equipment and adjustment fund.

The total amount of money paid out by the Young Women's Christian Association on account of its various buildings constructed or under construction, property bought, expenses, etc., aggregates $2,143,336.27 plus $40,500 cash on hand in the Y. W. C. A. treasury.

This money has been paid to the Young Women's Christian Association by the Campaign Committee and there is still due the Young Women's Christian Association from the Campaign Committee, on account of cash realized from pledges, to make up the $3,000,000 it was to receive out of pledges from the $4,000,000 Campaign Fund, a balance of $816,158.68

The Campaign Committee now has on hand in cash and interest-bearing securities a total of..... $808,411.80

To complete all of the buildings called for in the prospectus of the Young Women's Christian Association would require the following sums:

Harlem Branch	$400,000
Boarding Home	350,000
Building for Colored Women.....	100,000
Estimated amount required to complete the Central Branch	130,000
	$980,000
Deducting cash now in Y. W. C. A. treasury amounting to	40,500
This leaves to be provided the sum of.....	$939,500

which is $123,500 more than the $816,000 still due the Young Women's Christian Association from the Campaign Committee on account of pledges. To meet this excess amount, the Campaign Committee has pledges still to be paid in and interest that will be hereafter earned that will in all probability amount to at least $95,000, so that the entire program as originally outlined for the Young Women's Christian Association can be substantially completed and, in addition, a much larger Central Branch than was originally contemplated will be secured for the original $3,000,000 obtained from the public. In addition to this, we have, as a very direct result of the campaign, in place of a $50,000 West Side Branch, a $350,000 West Side Branch.

GEO. W. PERKINS,
Chairman Executive Committee,
of the Joint Campaign Committee.

Young Men's Christian Association

Of the City of New York

WM. FELLOWES MORGAN
President

WM. M. KINGSLEY
Vice-President

M. TAYLOR PYNE
Chairman Board of Trustees

SAMUEL SLOAN
Treasurer

HENRY M. ORNE
General Secretary

General Office of

Board of Directors

215 West 23d Street

Telephone, Chelsea 3102

Branches of the Association

1. Twenty-third Street
   215 West 23d Street
2. West Side
   318 West 57th Street
3. Harlem
   5 West 125th Street
4. East Side
   153 East 86th Street
5. Young Men's Institute
   222 Bowery, near Prince St.
6. Washington Heights
   531 West 155th Street, near Broadway
7. Bronx Union
   470 East 161st Street, corner Washington Avenue
8. Intercollegiate
   554 West 114th Street, 129 Lexington Avenue, etc.
9. French
   109 West 54th Street
10. Army
    Forts Jay, Wadsworth, Wood, Slocum and Schuyler
    Office, 215 West 23d Street
11. Colored Men's
    252 West 53d Street
12. Bowery
    8 East Third Street, near the Bowery
13. Railroad, N.Y.C. and N.H. Lines
    309 Park Avenue, corner 49th St.
    West 72d Street and North River
    Mott Haven, 355 East 150th Street
    New Durham, N. J., R. R. Men's Building
14. Railroad, Pennsylvania Railroad
    Eighth Avenue and 32d Street

The Young Women's Christian Association

Of the City of New York

Mrs. James Stewart Cushman,
President

Mrs. William Fellowes Morgan,
First Vice-President

Mrs. William W. Rossiter,
Second Vice-President

Mrs. Edward Woolsey Freeman,
Secretary

Mrs. Henry P. Davison,
Treasurer

Mrs. Florence M. Stowell
Assistant Treasurer

Miss Emma Hays,
General Secretary

Miss Jessie I. Mills,
Business Secretary

Office of

The Board of Directors

600 Lexington Avenue

Telephone Plaza 6638

Branches

Central, 7 East 15th Street
Harlem, 72 West 124th Street
West Side, 501 West 50th Street
Bronx, 329 East 176th Street
French, 124 West 16th Street
Studio Club, 35 East 62nd Street
International Institute, 108 East 30th Street
Central Club for Nurses, 132 East 45th St.
Colored Women's, 121 West 132nd Street

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